

The Court House Initiative



DRAFT PROPOSAL

Priming the Canvas

Gay LaRue	Introduction
Jimmy Cerracchio	Economic Benefits & Placemaking
Asa Jackson	Overall Concept
Tom Dixon	The Chouinard History and Legacy
Ron Quinn	Building Renovation
Tom Flake	Historic Tax Credits
Gay LaRue	Conclusion

Other contributors:

Cynthia Winter, Faculty, Bridgeport Academy, Hampton City Schools

Regina Mays, DHDP, Former Member Hampton Arts Commission, Halls of Art, Peninsula Arts Collective

Carrie Quinn, Q•DESIGN Architecture/Interiors

Members, Court House Initiative

INTRODUCTION

Gay LaRue

Hampton Court House

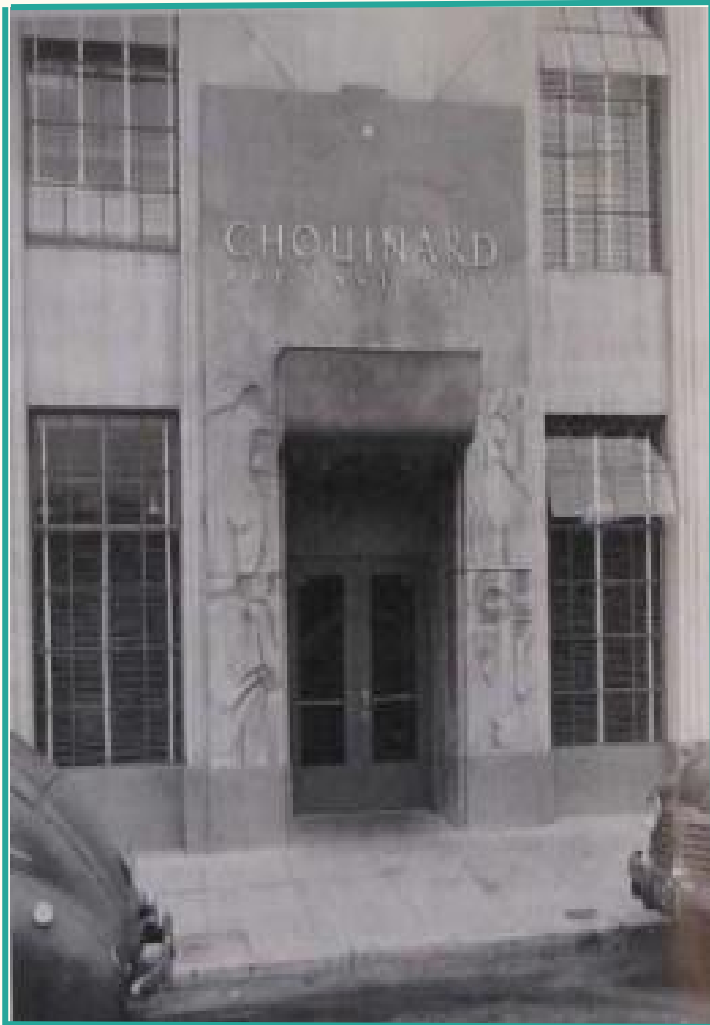


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The Model

Chounard Art Institute, Los Angeles

+



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ECONOMIC BENEFITS OF THE ARTS

Jimmy Cerrachio

Arts & Economic Prosperity

AREA OF IMPACT	ORGANIZATIONS		AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+	\$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+	1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+	\$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+	\$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+	\$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+	\$4.33 BIL	= \$9.59 BIL

Americans for the Arts, Arts and Economic Prosperity IV, Economic Impact of the Nonprofit Arts & Culture Industry 2010

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Economic Benefits

- ★ Sales
- ★ Jobs
- ★ Economic Development Enhancement
- ★ Quality of Life
- ★ Tourism



★ Sources

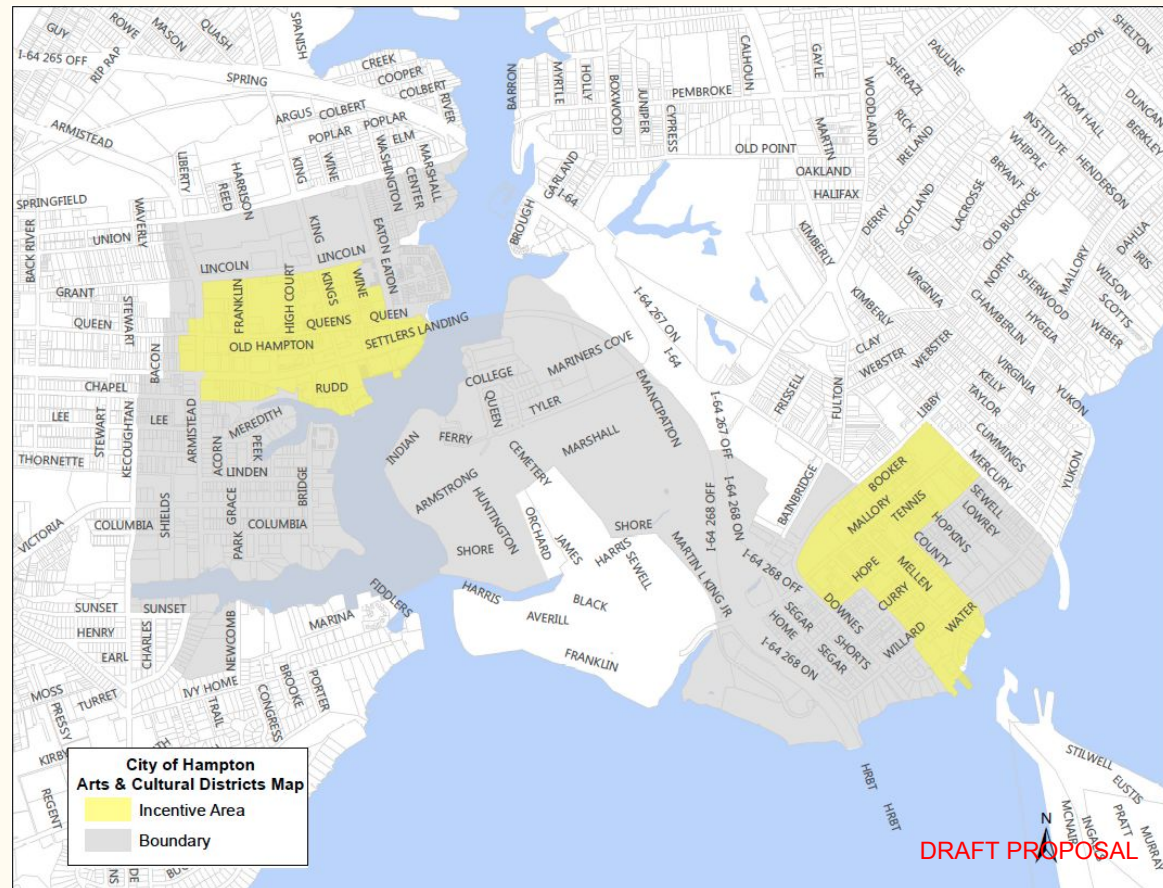
- Maryland Arts & Entertainment Districts Economic & Fiscal Impact Analysis, FY 2008-10, Maryland State Arts Council
- The Arts as a Key Economic and Community Development Driver the Richmond Region, Virginia Commission for the Arts, 2013
- Economic Impact of Nonprofit Art & Culture Organizations...in the Greater Charlottesville Area, FY 2010
- How the Arts and Culture Sector Catalyzes Economic Vitality: American Planning Association via Penn State online

Economic Development

Steiner Report – Identifying Economic Development Initiatives for Downtown Hampton

- Leverage and expand tech/ knowledge based sectors
- Tourism Destination – 1 Factor is ARTS
- Work with Stakeholders to identify and fund initiatives

We've started this with the Arts & Cultural District



PLACEMAKING, MILLENNIALS AND BOOMERS

Millennials & Placemaking



“Hampton Roads is the sixth largest provider of talent to Silicon Valley.”

It has been be stated that our largest export is our best and brightest children.

“Brain drain” - (noun) the effect of losing your best and brightest to other regions that better meet their needs. (Cooler jobs, better dating scene, more accepting social norms)

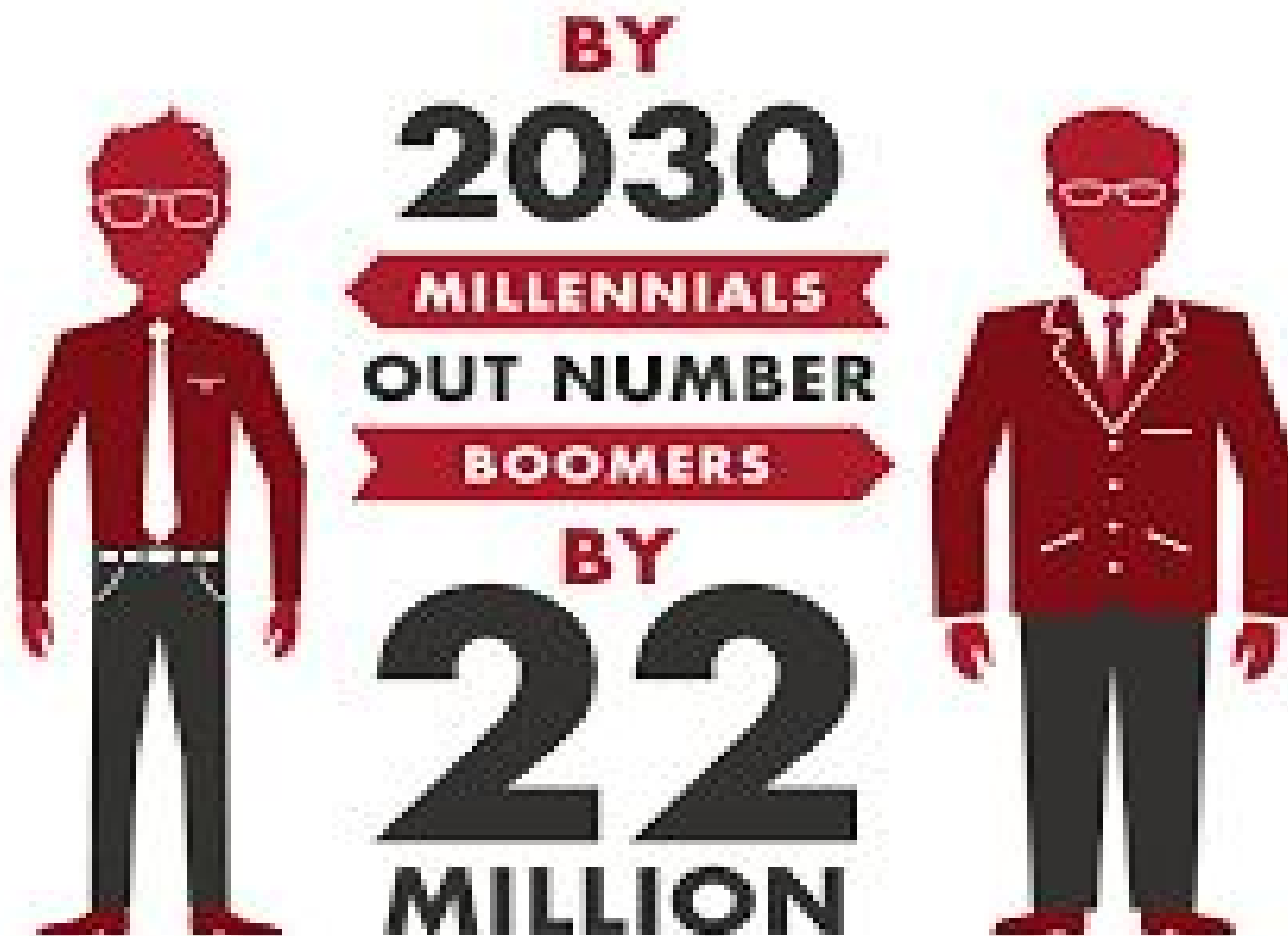
What are Millennials looking for in a place to call Home?

- ★ Live - work - play - learn -All within walking distance
- ★ Experiences NOT destinations
- ★ Marrying later - cool dating scene
- ★ Desire to make an impact
- ★ Social Acceptance

Millennial Job Growth is the Key to Downtown Vitality

– Progressive Urban Management Associates 2015 Global Trends Update





Empty Nesters & Women

- Live - work - play - learn -
All within walking distance
- Experiences NOT destinations
- Retail & Entertainment options
nearby
- Walkability in clean and safe
environments
- Be part of a community
- Focus on Personal Development
and Health



The Problem

- ❑ **Public Officials Understand the Problem Intellectually, NOT Emotionally.**
 - ❑ We are not in competition with Norfolk, Virginia Beach or Chesapeake.
 - ❑ We are in competition with Silicon Valley, CA, Asheville, NC, and Mumbai, India.
 - ❑ We must stop fighting yester-year's battles and start competing on tomorrow's battleground.

- ❑ **Guiding Principles:**
 - ❑ Each high-tech job created - results in ten support service jobs.
 - ❑ Capital attracted to the area from outside grows the local economy.
 - ❑ Focusing any effort on businesses that provide service in the local economy re-circulates money that is already here.
 - ❑ In ten years, Millennials will control the economy and 1/3 of the wealth. They are our customers. We need to build what they will "buy".

- ❑ **Art is a profession, not a hobby!**

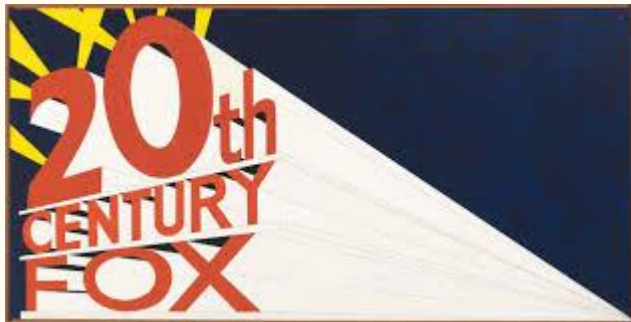
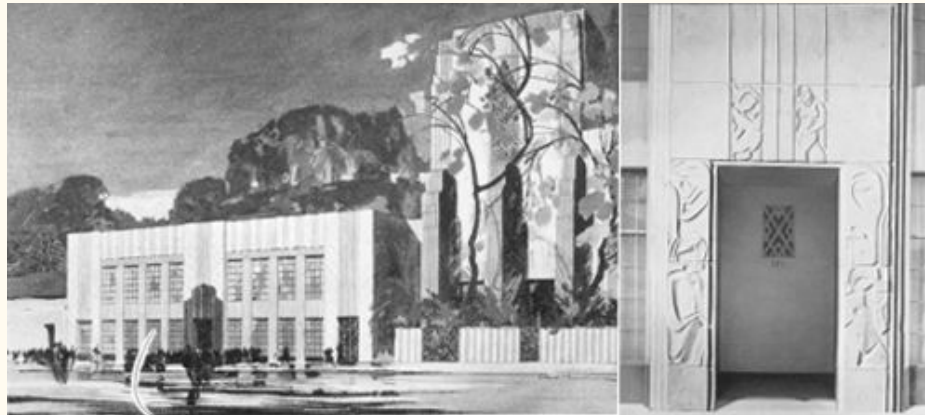
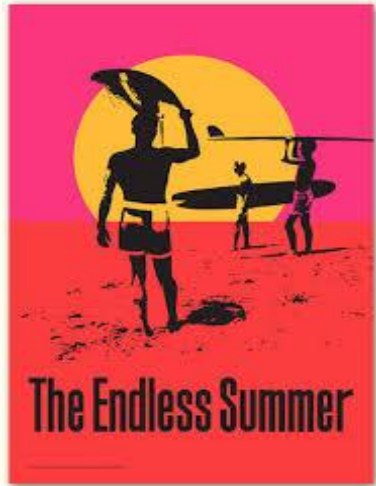
The *SOLUTION*

Asa Jackson

The Opportunity

★ THE CHOUINARD INSTITUTE MODEL

- What, when, where, who, why?
- What is the Chouinard Foundation?
- Who attended and/ or graduated from Chouinard Institute of Art?



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The Model



- Linking Professional *Artists in Residence* with students participants
 - Creating jobs for Artists (Artists as Teachers)

- Teaching Interdisciplinary Arts
 - Coursework
 - Interactive workshops
 - Public lectures
 - Studio space

- Creating career pathways through the arts
 - Transporting tangible skills to other fields



The Facility - Non Profit

➤ Public Studios, Rental Studios

Printmaking

Drawing/Graphing

Painting

Ceramics

Digital Photography/Dark rooms

Recording Studio

Dance Studio

Video Production

Energy Arts (*Yoga, Tai Chi-ChiGong, Reiki, Color, Aroma Therapeutics*)

Culinary Arts

Woodshop

Metalshop

➤ Artists in Residences

Quarterly working teacher/artists living space



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The Facility - For Profit

- **Maker Space**
Artists, engineers, technologists fabrication
- **Business Incubator**
Technology business support
Artist business support
- **Gallery**
Art Exhibitions/ Reception
- **Performing Arts & Development Theater**
Local Video Artist Screenings
Arts Awards Ceremonies
Educational Documentaries
Experimental Theater for Writers
Touring Theater Productions
Public Meetings
- **Cafe** (Healthy, non chain, local chefs)
- **Gift Shops** (Local artists, members)
- **Art Supply Store**
- **Bookstore/ Library**



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Demographics- Annual Memberships

➤ Users

Millenials

After School Youth

(Elementary, Middle and
Secondary School Youth)

Senior citizens

Baby Boomers

Families

Artists

Technologists

Engineers

Students

People interested in S.T.E.**A**.M.

Music Teachers

Innovators

College Students

➤ Collaborators

Existing Arts Institutions,

Galleries, Dance Studios

Community Colleges, Universities

Non-Profit Organizations

Local Middle & High Schools

Youth Serving Organizations

Assisted Living Facilities

Goals

- ➔ **Create a world-class arts & innovation community**
- ➔ **Bring activities that will bridge class, race & generational gaps**
- ➔ **Move downtown Hampton “FULL S.T.E.**A**.M. AHEAD!”**
 - ◆ **An science, technology, engineering, arts, mathematics center that**
 - ◆ **promotes creative business projects and**
 - ◆ **create value for all artists, entrepreneurs and innovators.**

THE MODEL, NASA, AND STEAM

Tom Dixon

The Chouinard Experience

→ Day to Day Class Experience

- ◆ Visits from famous artists
- ◆ Terry Gilliam (Monty Python)/ Walton Cross
- ◆ Concepts: Draw the Idea

→ Marriage of Arts and Science

- ◆ Buckminster Fuller... Emerson Woelffer... Me

→ Real World Application

- ◆ From school to the Galleries



Bridging the Arts and Sciences

- ➔ From the Gallery to NASA
- ◆ Brancusi = Wind Tunnel Models
- ◆ National Exhibits for NASA

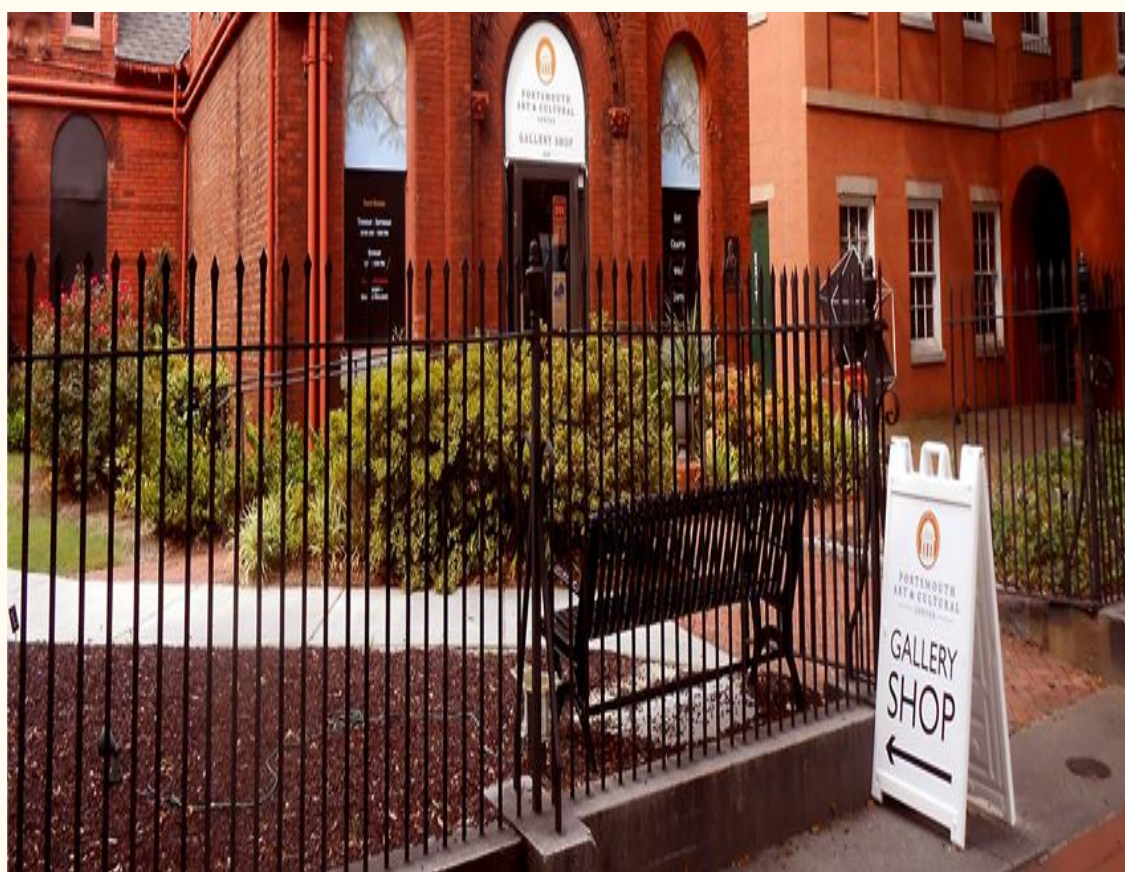


THE ARCHITECTURE

Ron Quinn

Portsmouth Art and Cultural Center

Housed in historic former courthouse....



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N.C.-Dare County Arts Council

Manteo's 1904 Courthouse was converted in 1975 to a successful and thriving community art center....



Alexandria's Torpedo Factory Art Center

Founded in 1919 munitions plant and operating as art center since 1974 with 160 resident artists in 82 working studios and 6 galleries....



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Adaptive Reuse of Public Buildings



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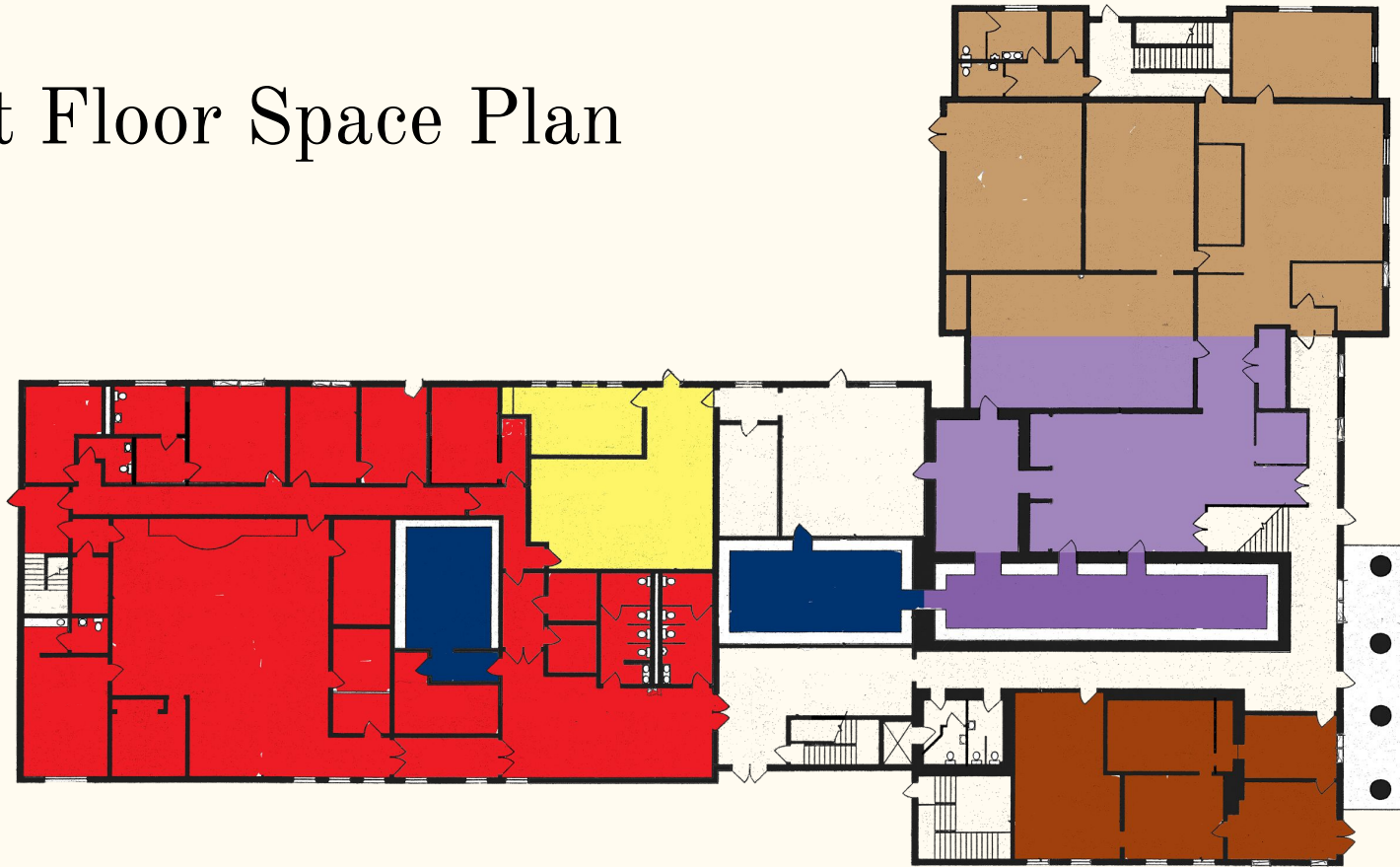
Hampton Courthouse (circa 1876)

Zone DT-1, over 41,000 s.f., Contributing Building
within Downtown Historic District



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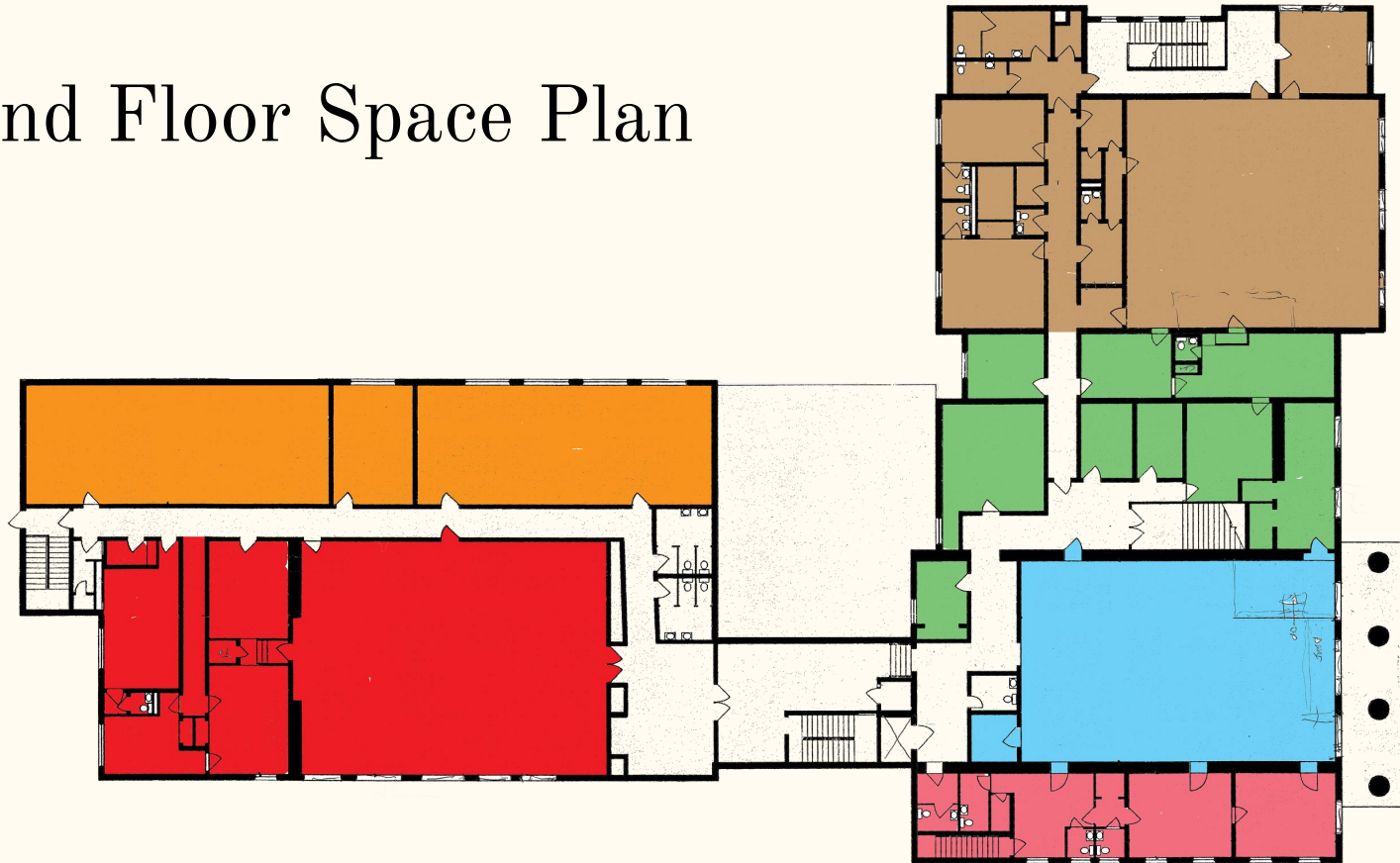
First Floor Space Plan



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ART STUDIOS	BUSINESS INCUBATOR	CAFE	GALLERY	GIFT SHOP	LIVE / WORK UNITS	MAKER SPACE	OFFICES	SCHOOL	SCREENING THEATER	SECURE STORAGE	SERVICE
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Second Floor Space Plan



DRAFT PROPOSAL

ART STUDIOS

BUSINESS
INCUBATOR

CAFE

GALLERY

GIFT SHOP

LIVE / WORK
UNITS

MAKER SPACE

OFFICES

SCHOOL

SCREENING
THEATER

SECURE
STORAGE

SERVICE

Q • DESIGN PLC



Architecture • Interiors • Planning
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FORT MONROE, VIRGINIA 23651
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Q • DESIGN PLC



Architecture • Interiors • Planning
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FORT MONROE, VIRGINIA 23651
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HISTORIC TAX CREDIT FINANCING

Tom Flake

Historic Tax Credit Financing

- ★ Chris Sterling
Virginia Community Development Corporation
A Tax Credit Fund Manager

- ★ Williams Mullen Law Firm
 - Allison Domson, Attorney
 - William Nusbaum, Attorney



The Numbers



→ Assumptions

◆ Estimated Building Value	~\$6,000,000
◆ Total Financing Needs	~\$3,500,000
◆ About 15% of project from State HTC. . .	~\$ 450,000
◆ About 15% of project from Fed HTC. . . .	~\$ 450,000

→ Estimates (Year Five)

◆ Estimated Operating Revenues	\$1,524,075 - Rent, Fees, Sales
◆ Estimated Operating Expenses	\$1,308,698

→ Estimates (Year One - Five)

◆ Estimated Revenue to the City	\$1,025,791 (Property, Sales, BPOL tax)
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CITY POLICIES, A LITTLE HISTORY

Gay LaRue

25 Years of Hampton Arts Proposals and Projects

★ A partial history of previous support for the Arts in Hampton

- Downtown Round Table, Arts District, City of Hampton, established 1989
- Recommendations, Creating Public Art in Hampton, Hampton Parks & Recreation, 2000
- The Art Market: Virginia's Outdoor Gallery, DHDP, 2003-2005
- Recommendations "A Vision for Downtown Hampton," Arts and Culture as Economic Drivers for Downtown Hampton, Gaynette LaRue, 2010
 - **Recommendations, Yaromir Steiner Report, 2011**
- Proposal, Booker T. Washington Bridge Project, Hampton University, 2013
- Recommended Plan, Hampton First, 2014
- Hampton Arts, Charles Taylor Arts Center and American Theatre *
- Performing Arts Center (old Teen Center), City of Hampton *
- Halls of Art, Hampton Roads Convention Center *
- **Hampton Arts District, Downtown and Phoebus, City of Hampton, 2015 ***

*In existence today

City policies adopted in the 2015 Community Plan

- Overarching Theme - Preparing Citizens for Future Success
- Planning Policy - Build on Assets and Leverage New Investments
- CD - Service delivery is innovative and reflects the latest technology and state of the art business practices.
- ED - Develop new attractions to complement the Virginia Air and Space Center.
- ED - Increase awareness of the existing opportunities and resources for youth....
- ED - Implement a comprehensive system of opportunities, programs, and activities that promote career exposure and the development of essential life skills.

NOW is the TIME!



Let's Move downtown Hampton...

“Full S.T.E.**A**.M. Ahead!”

THANK YOU!

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